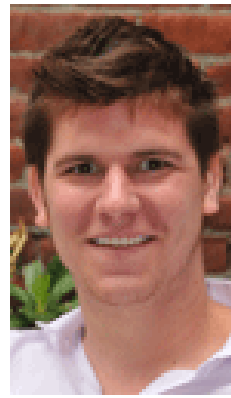




7 Google Tools to Improve Marketing Effectiveness



Maggie Georgieva
HubSpot
@mgieva



Eric Vreeland
HubSpot
@vreeland

Housekeeping Notes



1) This webinar is being recorded!

2) Interact with us on Twitter!
#GoogleTools

16 Google Tools to Improve Marketing Effectiveness

694



145



556



Are you one of the people who use the word “Google” as a verb? If so, you surely realize the critical importance the search engine plays in the evolving business environment. But have you considered Google’s power apart from its function as a search engine?

Google has many assets that businesses can overlook or forget about. But some businesses cannot afford to make this mistake. That is why we created a comprehensive list of Google’s properties that could be used for marketing:

1. Google Places/Google Maps

If you haven’t done this yet, you need to create your [Google Places](#) listing as soon as possible. It is a free way for you to get listed on the first page of Google and level the playing field. When creating the listing, optimize for the right keywords and feature images and videos relevant to your business. Check out



Traditional Marketing is NOT Working ...



Inbound Marketing is thriving ...

Blog

TechCrunch



YouTube

 Technorati™

SEO

Google™

bing™

YAHOO!®

Social Media

facebook

twitter

LinkedIn

yelp*

foursquare



Google

7 Google Tools to Improve Your Marketing:

1. Google AdWords
2. Google Docs
3. Google's Keyword Tool
4. Google Alerts
5. Google News
6. Google Reader
7. Google Places



1) Google AdWords



Change Language: English

Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

"AdWords doubled my website traffic!"

Romi
Owner, Romi Boutique

Sponsored links
Romi Boutique
Designer apparel & gifts.
Check out new arrivals!
www.shopromi.com

Start now



Want help creating a new account?

Call 1-877-721-1738

(9am - 9pm ET, Mon - Fri). [More](#)

Sign in with your

Google Account

Email:

ex: pat@example.com

Password:

☒ Stay signed in

[Can't access your account?](#)

1) Google AdWords

Web Images Videos Maps News Shopping Gmail more -

Sign in



dentist cambridge ma

Search

About 253,000 results (0.17 seconds)

Advanced search

- Everything
- Images
- Videos
- News
- Shopping
- Places
- More

Somerville, MA
Change location

Show search tools

Cambridge Dentist | cambridgesidedental.com

Ads

CambridgeSide Dental Associates **Cambridge** Readers Choice Award 2010
www.cambridgesidedental.com

20 Hurley Street, Cambridge, MA
(617) 491-1403 - [Directions](#)

[Find a Dentist Near You - Search for Dentistry By Area & Need](#)

Search Online or Call 888-210-8068!

www.1800dentist.com/Boston

Cambridge Dentist. Reviews of 40 Dentists in Cambridge, MA

Cambridge Dentists. Reviews of 40 Dentists in Cambridge, MA Dr. Russell Forman - General Dentist Dr. Seymour Andrus - General Dentist Dr. David Fish ...
boston.doctoroogole.com > Boston > Dentists Ratings - [Cached](#) - [Similar](#)

Gentle Dental of Massachusetts

Gentle Dental of Massachusetts, Offering dental services, cosmetic dentistry ...
www.gentledental.com/ - [Cached](#) - [Similar](#)

[Show more results from gentledental.com](#)

Cambridge Dentist | Cambridge, MA | Gentle Dental

Cambridge, MA 02140. Tel: 617-354-3300. Gentle Dental of Cambridge ... Gentle Dental of Cambridge 21 White Street, Porter Square **Cambridge, MA** 02140 ...
www.gentledental.com/locations/Cambridge.html - [Cached](#) - [Similar](#)

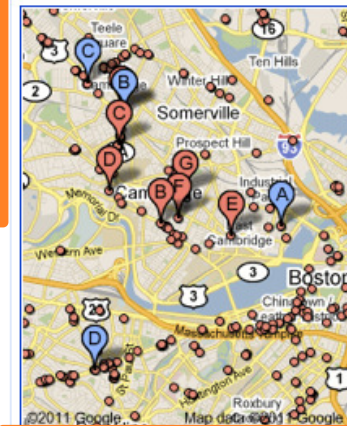
21 White Street, Cambridge - (617) 354-3300
"Overall, the assistant that took my Xrays was super nice. Very friendly lady ..." - [insiderpages.com](#) (50)
[yelp.com](#) (24) - [citysearch.com](#) (1)

Dentist Clinic Cambridge, MA - Cambridge Dental Associates & Annex

Cambridge Dental Associates provides two locations to offer a full range of dental services to the Cambridge, MA area. Call 617-245-0595.

www.cambridgedentalassociates.com/ - [Cached](#) - [Similar](#)

921 Massachusetts Avenue, Cambridge
(617) 492-8210
[yelp.com](#) (7) - [judysbook.com](#) (8)



Ads

Find A Cambridge Dentist

Cosmetic, Implants, Braces & More.
\$57 New Patient Offer. Try Us!

www.gentledental.com/Cambridge

21 White Street, Cambridge
(617) 354-3300 - [Directions](#)

Aesthetic Dentistry

Call Us For A Smile Makeover!

Cambridge, MA. Call 617-401-7799.

www.wrangle.com/Timothy-P-Deahl-DDS

2286 Massachusetts Ave
(617) 401-7799 - [Directions](#)

★★★★★
144 reviews
[Place page](#)

★★★★★
26 reviews
[Place page](#)

75% *VS* 25%

PUBLISH YOUR AD

HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS

Get Home Delivery Log In Register Now

The New York Times

Friday, April 16, 2010

Dining & Wine

Search All NYTimes.com

Go

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION ARTS STYLE TRAVEL JOBS REAL ESTATE AUTOS

FASHION & STYLE DINING & WINE HOME & GARDEN WEDDINGS/CELEBRATIONS T MAGAZINE

Hotel and Travel Specials

Get Away Travel Deals

Context

That's it! Your ad is now ready to appear on hundreds of thousands of pages across the web.

Iceberg lettuce

Looking at

• Video

A GOOD AP

Inventing Tahini Soup

By MELISSA CLARK

Slide Show

Tuesday, January 5, 2010 Last Update: 10:20 AM ET

Search

Try the New Times Browser

DELIVERED BY FedEx

TIMES CAST

Afghanistan
there by

WATCH NOW ▶

OPINION •
It Was All So
Mouse (Par
Errol Morris
interviews a
photographer
about his
images of
bombings in

SCIENCE III

A close-up photograph of a hand holding a magnifying glass over a blue surface. The magnifying glass is positioned in the upper left, and the hand is visible on the right. The blue surface is in the background, and the word 'Testing' is overlaid in the center in a white, sans-serif font.

Testing

How Do You Set Up Google AdWords?

Go to www.AdWords.Google.com



Next Steps for You:

1. Select a well-performing offer (e.g. a whitepaper or a report)
2. Create a Google ad
3. Design a call-to-action
4. Launch & monitor Performance



2) Google Docs



Google™ Docs



Get Organized

Gmail Calendar Documents Photos Reader Web more ▾

Gmail™
by Google

Search Mail

Mail

Contacts

Tasks

Compose mail

Inbox (1)

Buzz (100+) 

Starred ★

Important 

Sent Mail

Drafts (11)

Spam

Trash

 business

 case studies

[\\$799 Ireland Trip w/Air - Fly RT and stay 6 nights in Ireland](#)



Archive

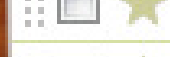
Report spam

Delete



Co.Design Daily

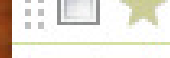
Over-Brand



Brain Pickings Weekly



Understan



Airbnb

You have



le, Mailan (2)



Planning a

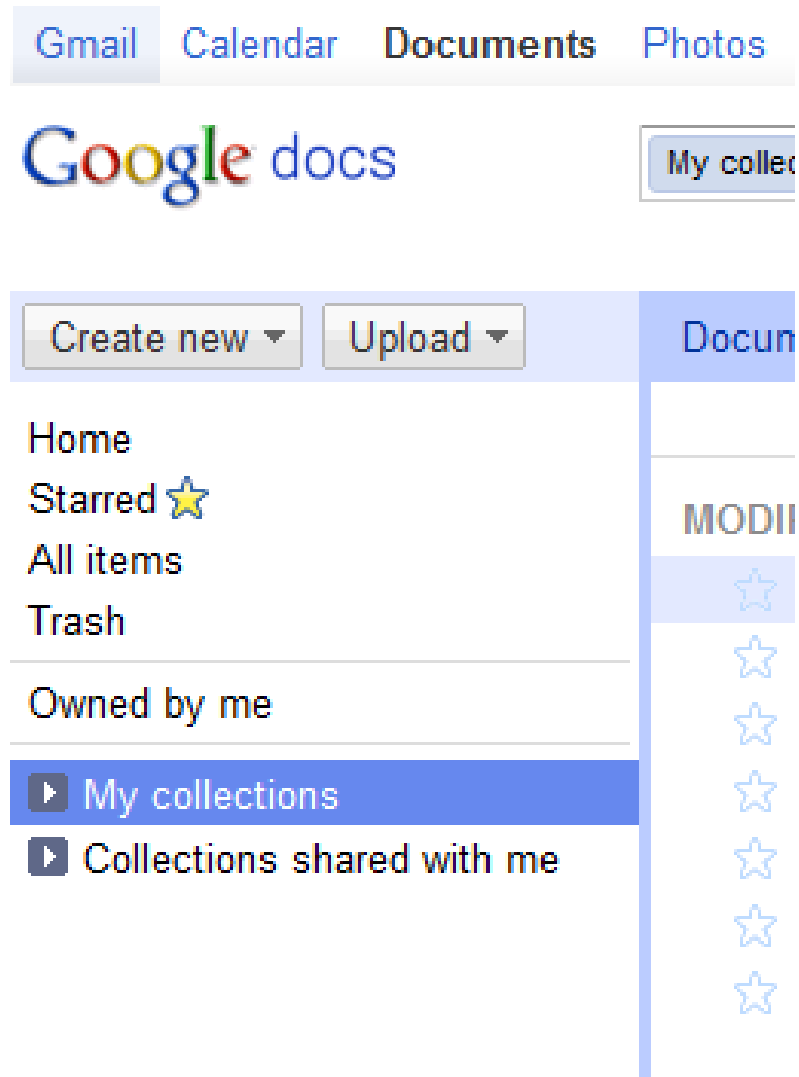
Matthew; me (7)



Accepted

HubSpot

How Google Docs Work?



1. Word Documents
2. Spreadsheets
3. Presentations
4. Drawings
5. Forms

Next Steps for You:

1. Select a content series (blog articles, webinars, videos, email)
2. Create a calendar/spreadsheet around that content
3. Share document with co-workers
4. Collaborate, modify and publish!



3) Google's Keyword Tool



Get Found



How It Works?

Find keywords

Based on one or both of the following:

Word or phrase (one per line)

youth training

Website

☐ Only show ideas closely related to my search terms [?](#)

[+ Advanced Options and Filters](#)

Locations: United States [×](#)

Languages: English [×](#)

Search

Sign in with your AdWords login information to see the full set of ideas for this search.

[About this data](#) [?](#)

Download [▼](#)

View as text [▼](#)

More like these [▼](#)

Sorted by Global Monthly Searches [▼](#)

Columns [▼](#)

[Keyword ideas \(100\)](#)

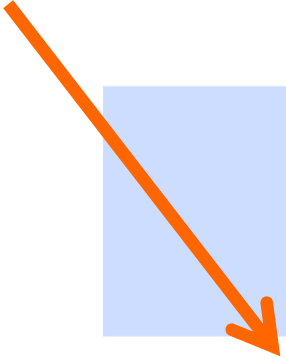
| <input type="checkbox"/> | Keyword | Competition | Global Monthly Searches ? | Local Monthly Searches ? |
|--------------------------|------------------|------------------------|-------------------------------------------|------------------------------------------|
| <input type="checkbox"/> | ☆ job training | <div><div></div></div> | 201,000 | 90,500 |
| <input type="checkbox"/> | ☆ youth services | <div><div></div></div> | 165,000 | 90,500 |
| <input type="checkbox"/> | ☆ youths | <div><div></div></div> | 110,000 | 27,100 |
| <input type="checkbox"/> | ☆ youth program | <div><div></div></div> | 90,500 | 74,000 |

Long-tail Keyword Strategy



How to Get Started?

Go to www.GoogleKeywordTool.com



Google Keyword Tool Box

Google Keyword Tool + Top 50 Google Tools

[Google Keyword Tool](#)

Webmaster Favorite - Enter website name or keywords for list of related searches. [Statistics](#) show search count and advertiser competition. For help see [Keyword Tool Tips](#). Use [Google Keyword Video Training](#) for methods to evaluate and create keywords for ads or web pages. See also: [Search based Keyword Tool](#) (beta).



[Google Webmaster Central](#)

Web Tools for web owner to check website current status. Methods to better optimize site content. For instructional help see [Webmaster Guidelines](#). Links included for basic help and FAQs with questions and answers on Google crawling and indexing.

Next Steps For You

1. Enter a keyword you want to be ranking for
2. Find out keyword combinations around it
3. Pick one that has a lot of potential
4. Write a blog post around it



4) Google Alerts



Monitor



How Do Google Alerts Work?



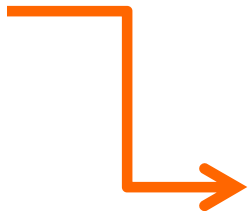
Google Alerts

Google Alert - social marketing content



Google Alerts

Google Alert - social marketing content



Google Alert - social marketing content



Google Alerts to me

[show details](#) 4/29/09

[Reply](#)



Google News Alert for: **social marketing content**



[Great New Social Media Marketing Tool: pitchengine](#)

Web 2.0 Journal - Woodcliff Lake,NJ,USA

Be sure to keep these essential **content marketing** elements in mind as you craft your **social** media release—and your broader strategy: Use a pithy descriptive ...

[See all stories on this topic](#)

[Web 2.0 Journal](#)

[Build a Better Online Persona: Four Steps](#)

Computerworld - Framingham,MA,USA

April 28, 2009 (CIO) **Social** networks including Facebook, Twitter and LinkedIn have enabled everyone to become instant publishers. As a result, the **content** ...

[See all stories on this topic](#)

[Mobile Social Networking Unleashed](#)

PC World - USA

With computer-like smart phones poised to surpass 308 million shipments in the next two years, the prospect of having a location-aware, **content**-rich handset ...

[See all stories on this topic](#)

How to Set Up Google Alerts?

Go to www.google.com/alerts



Search terms: [Preview results](#)

Type:

How often:

Volume:

Your email:

Create Alert

Next Steps For You:

1. Pick a few industry terms
2. Set up Google Alerts for them
3. Monitor your presence
4. Create content around newsworthy stories



5) Google News

Google
News



Leverage PR



How Do Google News Work?

Google news

[Advanced news search](#)

News Results

[Top Stories](#)
[More sections ▼](#)

All news
[Images](#)
[Blogs](#)

Any recent news
[Past hour](#)
[Past day](#)
[Past week](#)
[Past month](#)
[Archives](#)

Sorted by relevance
[Sorted by date](#)

Follow **inbound marketing** news



Brafton

[Survey says social media **marketing** brings new customers to B2B and B2C brands](#) ☆

Brafton - 1 hour ago

Marketers doubting the efficacy of social media campaigns in generating ROI might consider the latest State of **Inbound Marketing** survey from Hubspot, which indicates that cross-industry brands are acquiring new customers through their social campaigns. ...



Citybizlist (press release)

[Add 'Inbound Marketing' to your Marketing Options List](#) ☆

Forbes (blog) - [Kern Lewis](#) - May 19, 2011

Have you come across the concept of "**inbound marketing**" yet? Does it give you the shivers because it seems like another confusing bit of marketing shorthand that is going to cost you money? Relax. Although this is definitely something you ...

[HubSpot Promotes Mike Volpe to CMO](#) Marketwire (press release)

[all 5 news articles »](#)

www.news.google.com

Next Steps For You:

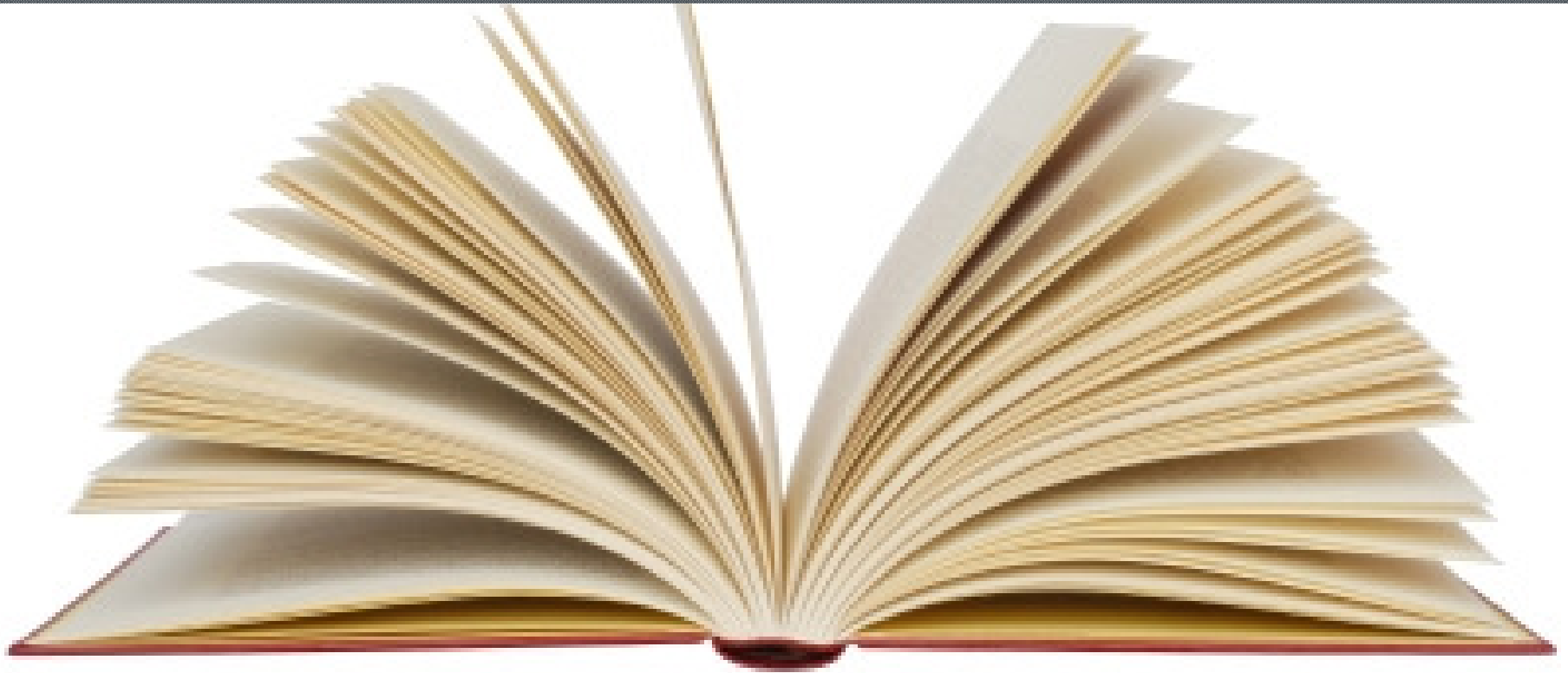
1. Visit Google News
2. Enter an industry key term
3. Pick the most recent story
4. Brainstorm ideas for blog articles



6) Google Reader



> Reading > Ideas



Google reader

All items ▾

Search

+ Add a subscription

Home

Home

All items (1000+)

Starred items ☆

▣ Your stuff

📶 Shared items

📝 Notes

Trends 📊

Browse for stuff

People you follow (1000+)

💬 Comment view

👤 Mark Hirsch (118)

👤 Томислав Савов (279)

👤 Occasion 2B (144)

👤 Lauren Termini ... (616)

👤 David Roel (44)

👤 alex kessinger (35)

👤 Alex Kessinger (37)

👤 Iliya Tsekov (5)

👤 Rick Burnes (13)

Sharing settings »

Explore

A look at what's new

CG.CreativeFan (1)

[How to Create a Period Matte Painting](#) *Period matte paintings* are those that need to recreate an environment from the past, whether it be Washington D.C. during the Civil War, or Rome in the Renaissance. Places change throughout time, due to new buildings, new styles of architecture, ...



CyberJournalist.net (19)

[BBC Social Media Summit: How social is changing mainstream media](#)

The BBC held a summit last week that examined how mainstream media is using social media and dealing with the challenges it poses. The summit covered social media's impact on the recent Mideast protests, editorial issues such as verification, and how ...

[Did you know that LinkedIn can be a huge traffic source?](#) Most media sites are obsessively focused on how to get more traffic from Facebook and Twitter, but few pay attention to LinkedIn. Big mistake. It is one of the fastest growing social networking sites with deep user loyalty and engagement, and is ...

[What makes a great digital content business](#) What makes a great digital content business? Pleasing users. CBS Marketwatch.com Founder Larry Kramer makes this point well in this essay in which he argues that pleasing users is most important — it's what made Yahoo successful originally, why ...

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[A quick guide to the maxims of new media](#) | Mark Coddington from markcoddington.com

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Next Steps For You:

1. Subscribe to industry blogs/sites
2. Follow industry thought leaders
3. Check Google Reader daily
4. Draw blogging ideas



7) Google Places

Places for moving company near Cambridge, MA

- A** [Intelligent Labor & Moving](#)  - ★★★★★ 65 reviews - [Place page](#)
[www.intelligentlabor.com](#) - 130 Smith Place, Cambridge -  (617) 864-0620 
- B** [Oscar's Moving Company](#)  - 17 reviews - [Place page](#)
[www.oscarsmovingcompany.com](#) - 127 Smith Place, Cambridge -  (617) 202-9566 
-  [Get directions to our business](#) [Ads](#)
- C** [Cambridge Moving & Storage Company - Julians Van Lines, Inc.](#)  - 3 reviews - [Place page](#)
[www.juliansvanlines.com](#) - 5 Cambridgepark Drive, Cambridge -  (617) 714-1139 
- D** [Gold Star Trucking Inc](#)  - [Place page](#)
[www.goldstarmovers.biz](#) - 127 Smith Pl # 2A, Cambridge -  (617) 354-5543 
- E** [TCWRC Moving Cambridge](#)  - 2 reviews - [Place page](#)
[www.towrc.org](#) - 1236 Massachusetts Avenue, Cambridge -  (617) 861-3930 
- F** [The Movers Moving and Storage](#)  - 4 reviews - [Place page](#)
[www.themoversboston.com](#) - 127 Smith Place, Cambridge -  (617) 450-0099 
- G** [Academic Movers](#)  - 4 reviews - [Place page](#)
[maps.google.com](#) - 2 Brattle Sq, Cambridge -  (617) 661-0619 
-  [More results near Cambridge, MA »](#)

Moving Companies - Compare moving services at 123 Movers

Moving Companies and Movers in Your Area - Free Moving Quotes from licensed movers. Compare prices, read reviews, moving service tips, Self Storage ...

[Local Movers](#) - [Customer Service](#) - [Moving Services](#) - [Advertise with Us](#)
[www.123movers.com/](#) - [Cached](#) - [Similar](#)

Moving Companies | Moving | Moving Services | Mayflower Moving Company

Moving - Mayflower **Moving Company**, America's most recognized name in moving since 1927, specializes in moving services, relocation and corporate relocation.

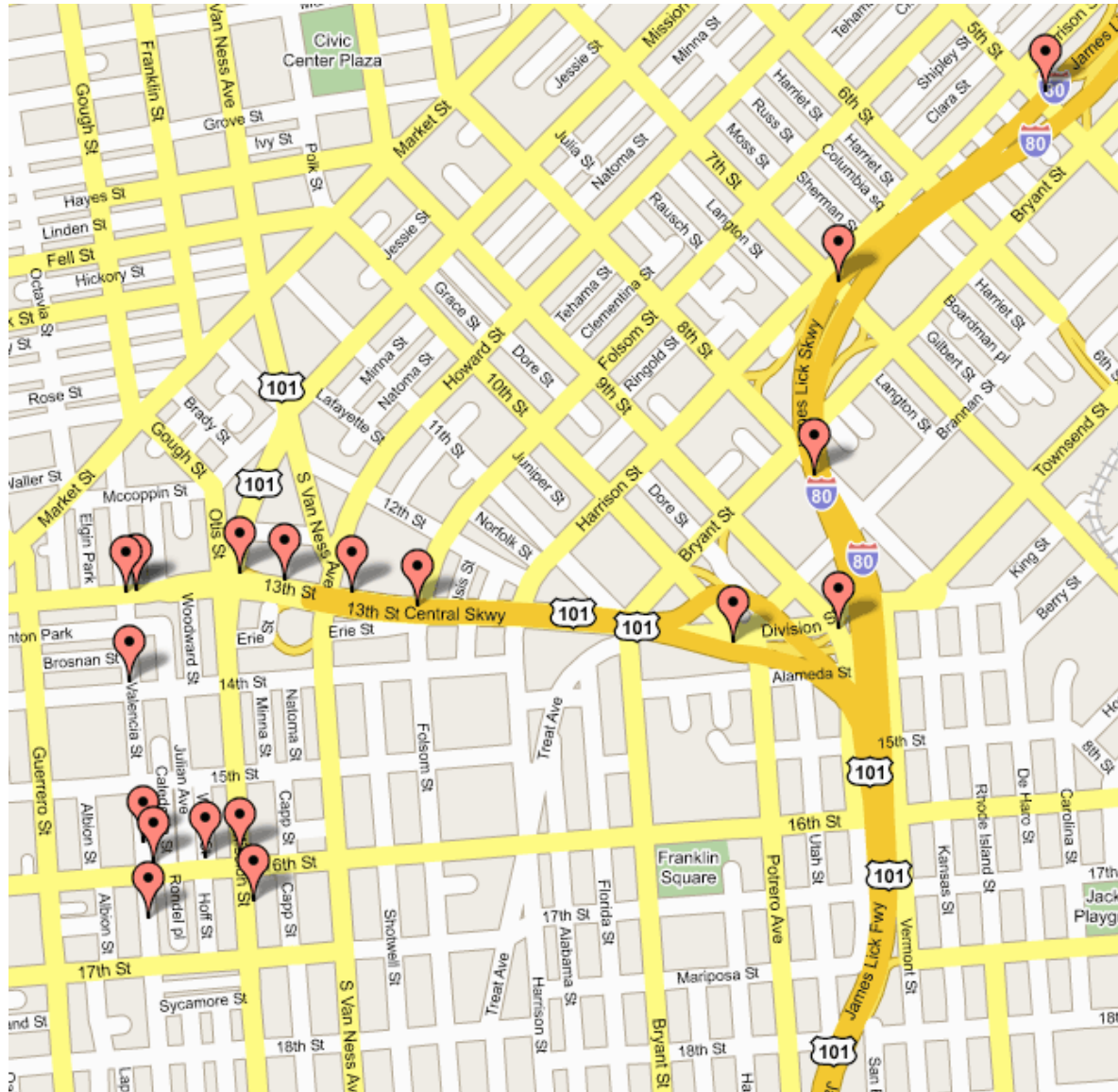
[Contact Us](#) - [Find an agent](#) - [Careers](#) - [Household](#)
[www.mayflower.com/](#) - [Cached](#) - [Similar](#)

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TWO MEN AND A TRUCK® are your local movers you can trust. As a **moving company**, we move homes, apartments, & businesses/commercial. Get a free moving quote.

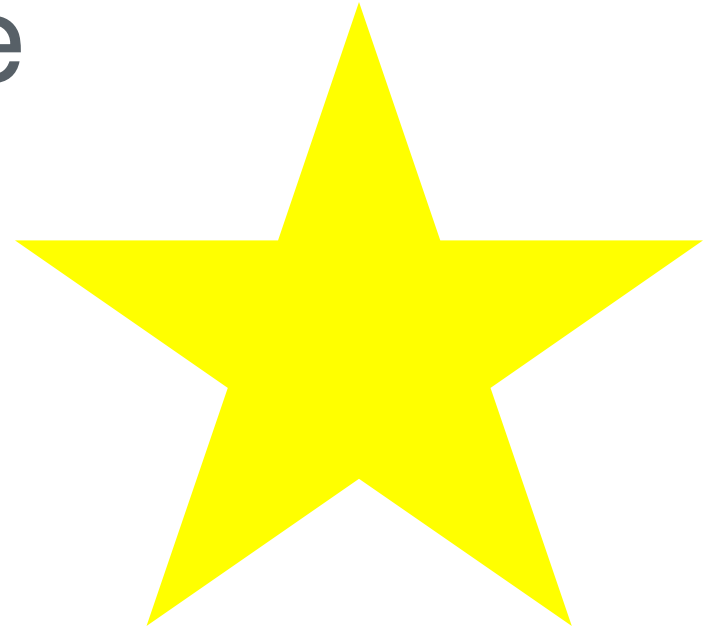
[www.twomenandatruck.com/](#) - [Cached](#)

7) Google Places




Why Are Google Places Important?

Get on the 1st Page of Search Engine Results!



1. Gain More Visibility
2. Attract More Traffic
3. Level the Playfield
4. It's Free!

How Do Google Places Work?

 Get your business found on Google



Claim your business listing on Google - for free

Sign up for Google Places, or login to learn insights about your business.

Get started



www.Google.com/Places/

Next Steps for My Business

1. Claim Your Business
2. Optimize for Keywords, Image & Video



Next step: HubSpot

**Use Google for Lead Generation.
No cost. No obligation.
Get a free, custom
assessment of *your website*.**

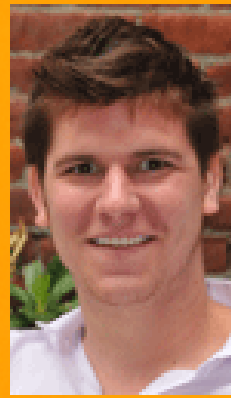
www.HubSpot.com/IMA



Q&A



Maggie Georgieva
HubSpot
@mgieva



Eric Vreeland
HubSpot
@vreeland